



M. JODIRELL
GOVERNOR
EDWIN R. RODRIGUEZ
COMMISSIONER

Department of Consumer Protection

FACT SHEET: Connecticut's Price Scanning Law

Most food retailers have installed electronic devices at their checkout counters that "scan" the UPC bar codes on each item. This enables the cashier to total your purchase faster, and helps the store keep track of the items and quantities being sold.

Consumers may wonder whether the scanned prices charged are accurate, compared to the actual (or sale) price of the item. Consumers have certain legal rights in the event of inaccurate scanning. There are three conditions when a retailer must provide an item free of charge when it has scanned at a price higher than the posted price.

1. The item must be a "consumer commodity." These are food, drug, devices, cosmetics or other items, produced for consumer use. Most importantly, these are items that get "used up" or depleted over time and are meant to be replaced – for example, a bottle of shampoo and a loaf of bread are commodities; a broom or a saucepan are not.
2. The item must be on sale for a period of at least seven days, and offered in a publicly circulated advertisement, such as a newspaper circular.

3. The consumer must ask that the inaccurately scanned item be provided to him or her free of charge.

The item itself does not need to be marked with the sale price, provided that it is marked with the regular price, and a sign with both the sale price and the unit price are conspicuously placed next to the item on the shelf. A statement that the item will scan at the sale price must also be prominently displayed.

If all the conditions described above are met and the item scans at a price higher than the advertised sale price, you are entitled to one unit of that item at no charge.

Bring the issue to the attention of the cashier, or if necessary, the store manager. If you are not satisfied at the store, please contact the Department of Consumer Protection at 1-800-842-2649 or 860-713-6160 for assistance. You may download and complete a complaint form by going to this link on our website. <http://www.state.ct.us/dcp/PDF/CPFR-2.PDF>